

## CLAIMS

### I claim:

1. A graphic and sound coordinated novelty item, comprising:
  - a. a novelty item having a visible surface;
  - b. a main graphic displayed on said visible surface; and,
  - c. a complex waveform displayed on said visible surface, said complex waveform associated with said main graphic.
2. A method of promotion, comprising the following steps:
  - a. selecting a substrate with a viewing surface;
  - b. selecting an image of an item or activity that promotes a desired product or activity to be printed on said viewing surface of said substrate;
  - c. selecting a sound associated with said image, said product or said activity;
  - d. creating a complex waveform of said sound;
  - e. printing said image on a visible surface on said substrate; and,
  - f. printing said complex waveform on said substrate.